

## ORDER



**Orders**  
**Order / Rev:** 48244  
**Alt Order #:** 08843299  
**Product Desc:** HOUSE MAJORITY PAC  
**Estimate:** 1548  
**Flight Dates:** 10/02/12 - 10/15/12  
**Original Date / Rev:** 08/09/12 / 08/09/12  
**Order Type:** CIA - O

**KUCW-TV**

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue, Suite 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** House Majority PAC  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/13/12	12	\$7,450.00	\$6,332.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$7,450.00	\$6,332.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$7,450.00</b>	<b>\$6,332.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KUCW-TV	2%	\$7,450.00
Market	100%	\$372,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	29%	\$108,025.00
KSTU	26%	\$96,850.00
KTVX	21%	\$78,225.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	19%	\$70,775.00
UNKWN	3%	\$11,175.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/02/12	10/12/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	2	\$700.00	P-1	0.00	NM	4	\$2,800.00
TWO AND HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			2			\$700.00		0.00			
Week:		10/08/12	10/14/12	- TWTF - -			2			\$700.00		0.00			
E 2	KUCW	10/02/12	10/12/12		CM	630p-7p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	4	\$3,200.00

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 Flight Dates: 10/02/12 - 10/15/12

Advertiser: House Majority PAC  
 Product Desc: HOUSE MAJORITY PAC  
 Estimate: 1548

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 630p-7p M-F 630p-7p THE BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 - TWTF-- 2 \$800.00 0.00 Week: 10/08/12 10/14/12 - TWTF-- 2 \$800.00 0.00														
E 3	KUCW	10/06/12	10/13/12	Sat Reg 1 Sat 7p-8p	CM	7p-8p -----S-	:30	1	\$125.00	P-1	0.00	NM	2	\$250.00
BONES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$125.00 0.00 Week: 10/08/12 10/14/12 -----S- 1 \$125.00 0.00														
E 4	KUCW	10/06/12	10/13/12	Sa 1030p-12a Sa 1030p-12a	CM	1030p-12a -----S-	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S- 1 \$600.00 0.00 Week: 10/08/12 10/14/12 -----S- 1 \$600.00 0.00														
												Totals	12	\$7,450.00